

**FUNDRAISING & MARKETING INTERN – PUBLIC EDUCATION PROGRAM
VOLUNTEER OPPORTUNITY WITH THE CALIFORNIA COASTAL COMMISSION**

Here is an opportunity to gain valuable work experience at the California Coastal Commission while making a difference for our coast and ocean. We are seeking a detail-oriented, highly motivated individual for an internship with our Public Education Program, assisting the Public Education team with various marketing and fundraising activities related to the California Coastal Cleanup Day Program and the Protect Our Coast and Ocean Fund. The intern will receive a small travel stipend of \$100 per month. **We are seeking an intern to begin immediately, with work to continue through Coastal Cleanup Day on September 19, 2015.** This is a part-time position with flexible hours, approximately 8 hours per week.

Background: The Coastal Commission is a state agency charged with protecting coastal resources and managing coastal development in California. The Coastal Commission's Public Education Program works to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities. Visit our Public Education website at www.coastforyou.org to learn about all of our programs. The Public Education Program is staffed by a small team of professionals who work closely together.

The Position: The Fundraising & Marketing Intern will assist the Marketing Director, Outreach Manager and Volunteer Programs Coordinator with the annual California Coastal Cleanup Day Program and will assist the Public Education Program Manager conducting targeted research and marketing for the promotion of the Protect Our Coast and Ocean Fund.

Responsibilities will include:

- Researching potential Coastal Cleanup Day sponsors and exhibitor lists
- Conducting targeted cost-benefit research to identify marketing opportunities to promote the Protect Our Coast and Ocean Fund
- Tracking outreach (phone calls, emails)
- Soliciting donations for the Coastal Cleanup Day online auction
- Organizing deadlines for grants and other funding opportunities
- Supporting existing social media outreach
- Assisting with development of outreach materials and strategies

Desired Skills and Abilities:

- Close attention to detail and ability to follow instructions
- Well organized
- Ability to work well independently and as a member of a team
- Interest in marketing, special event coordination, coast and ocean health-related issues
- Excellent writing skills
- Experience or classwork in marketing or communications a plus

Contact: Shannon Waters, Volunteer Programs Coordinator, (415) 904-5214, Shannon.Waters@coastal.ca.gov

To Apply: Resumes will be accepted until position is filled. Only the most qualified applicants will be interviewed. Please submit a current resume with a cover letter to:

Shannon Waters: Shannon.Waters@coastal.ca.gov or Fax: (415) 904-5216

SPECIFIC TASKS AND RESPONSIBILITIES

- Research marketing opportunities for the Protect Our Coast and Ocean Fund; conduct cost-benefit analyses for various options
- Research and compile sponsor lists
 - Similar state-wide special events (i.e. races and walks)
 - EXPO exhibitor lists (i.e. Green Festival)
 - Research grant funding opportunities
- Work with Marketing Manager to organize and track outreach to sponsors; schedule and send reminders to follow up
- Develop graphics and handouts using CCD data
- Manage reports and articles received through Burrells Luce for recap report
- Help compile in-house cleanup supplies for On Fulfillment
- Attend and assist at site captain meetings
- Compile site lists and organize on Commission website in user-friendly map
- Solicit donations for the Coastal Cleanup Day online auction
- Assist with fundraising; help brainstorm, plan, execute, promote
- Assist with updates to the binder files
 - Research and compile news articles and studies on marine debris
- Assist with Coastal Cleanup Day Regional Workshops
 - Compile materials and handouts
 - Take notes and type minutes
- Social media
 - Develop pre-fabricated posts for Facebook and Twitter
 - Help finding “friends” to expand our network and social media reach
- Assist with traditional outreach (i.e. contacting public venues for poster displays, libraries, event calendars, listserves)
- Attend meetings with ad agency; offer suggestions as needed